

PCS/DCI:JQR:pas (30 March 1955)

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30 March 1955

MEMORANDUM TO: Special Assistant to the Director
for Planning and Coordination

SUBJECT: Briefing Problem

1. According to my information Rockefeller has been talking to Streibert and has looked at the "Barometer" reports, which are produced and disseminated by US/IRI as rapidly as the public opinion polls for which they contract submit the data. Loomis's covering note indicates that they will make evaluations and analyses of raw data from time to time.

2. Furthermore, as I indicated, I have learned that Rockefeller is taking Streibert and Loomis to see the President on Thursday, presumably to talk about the polls. Loomis saw no point in exploring this matter with me until after that meeting.

3. I have talked to State and obtained the materials which are attached, illustrative of the kind of thing they do. I would call your attention to the first two copies marked in red A and B.

4. All I got from the DD/P is a copy of "News from Behind the Iron Curtain" an RFE publication. See the note attached to that. My own conclusion is that not a great deal can be expected from DD/P that would be particularly adapted to this problem.

5. OCI occasionally puts out articles in the Current Intelligence Review. These are classified "Special Intelligence" only I couldn't get copies to show you. Their memorandum showing titles hasn't arrived yet. McMahon has told me that he really doesn't think they can contribute much.

6. I have prepared a memorandum attached with some additional copies which you may find of some use as a basis for discussion at your meeting on Friday, depending on the turn that that discussion takes.


Office of the Director
Planning and Coordination Staff

Attachments

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